

Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 RSC-01 /036 R

DRAFTED BY COM/SAD:RGOOTENBERG/KBM

APPROVED BY EB/OCA/REP: LAKLIEFORTH

COM/SE/EHEISER/RTURNER

COM/SAD/JMURRIN

COM/DM/HHEIKENEN

USIA/ICS/OL/GCORKERY

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P R 052136Z DEC 74

FM SECSTATE WASHDC

TO AMEMBASSY MADRID PRIORITY

INFO AMCONSUL BARCELONA

AMCONSUL BILBAO

UNCLAS STATE 267321

E.O. 11652: NA

TAGS: BEXP, SP

SUBJECT: IN-STORE PROMOTION: GALERIAS PRECIADOS

REF: MADRID 7403

1. CONFIRMING GOOTENBERG/LUBKEMAN TELCON, GUIDANCE ON PROPOSED CHANGES IN DRAFT CONTRACT AND OTHER ASSISTANCE FOR GALERIAS PRECIADOS PROMOTION FOLLOWS.

2. ARTICLE 1. INCIDENCE OF PROMOTION. EMBASSY CAN INSERT "THREE WEEK PERIOD DURING MARCH OR APRIL 1975." EMBASSY ENCOURAGED TO ASSIST GALERIAS IN PERSUADING SPANISH CUSTOMS TO RELEASE AT LEAST 110,000 DOLLARS IN ORDERS DELIVERED FOR PROMOTION APPARENTLY UNDER RETROACTIVE QUOTA RESTRICTION, GOODS ORDERED FROM U.S. AND DELIVERED FOR SALE AT GALERIAS PROMOTION BEFORE QUOTA IMPOSED. GALERIAS N.Y. BUYING OFFICE CAUGHT IN CREDIT SQUEEZE AS RESULT TEMPORARY NON-CLEARANCE OF COTTON TEXTILE PRODUCTS.

3. F.O.B. ORIGIN VALUE OF U.S. PRODUCTS SHOULD BE STATED

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AS 1.5 MILLION DOLLARS INCREMENTAL PURCHASES. COMMERCE

WILLING TO COMPROMISE IF NECESSARY FOR CONTRACT PURPOSES
AT PURCHASE FIGURE OF 1.0 MILLION DOLLARS.

4. NO OBJECTION TO ELIMINATION OF USUAL REQUIREMENT TO SHOW

ACTUAL INVOICES TO EMBASSY. GALERIAS BUYING OFFICE IN
N.Y.C., MCGREEVEY, WERRING AND HOWELL CONFIRMS PURCHASE
ORDERS OF 1.9 MILLION DOLLARS FOB N.Y.C. NOTE THAT STORE
WILL BE REQUIRED TO REPORT SPECIFIC U.S. SOURCES OF
IN ORDER TO BE REIMBURSED FOR SALES PROMOTION COSTS,

5. ARTICLE 2D. PAYMENTS MAY BE MADE AS 20,000 DOLLARS
UPON RECEIPT AND ACCEPTANCE OF 1 MONTH POST EVENT EVALU-
ATION REPORT AND 5,000 DOLLARS UPON RECEIPT AND ACCEPTANCE
OF FOLLOW-UP REPORT TO BE PREPARED BY AUGUST 30, 1975.

6. RE FURTHER USG ASSISTANCE AT NO COST TO GALERIAS. U.S.
INFORMATION AGENCY HAS AGREED TO MAKE AVAILABLE MOON ROCK
DISPLAY, IF REQUESTED BY POST'S PUBLIC AFFAIRS OFFICER.
NECESSARY TO NAIL DOWN EXACT DATES GALERIAS PROMOTION TO
DELIVER MOON ROCK UNDER ADEQUATE SECURITY ARRANGEMENTS.
ALSO INVESTIGATING OTHER U.S. SPACE DISPLAY MATERIAL THAT
MAY BE SECURED FOR GALERIAS PROMOTION. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 DEC 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE267321
Document Source: CORE
Document Unique ID: 00
Drafter: RGOOTENBERG/KBM
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740353-0619
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741257/aaaabwmt.tel
Line Count: 84
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: MADRID 7403
Review Action: RELEASED, APPROVED
Review Authority: cunninfx
Review Comment: n/a
Review Content Flags:
Review Date: 09 OCT 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <09 OCT 2002 by ReddocGW>; APPROVED <13 FEB 2003 by cunninfx>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: IN-STORE PROMOTION: GALERIAS PRECIADOS
TAGS: BEXP, SP
To: MADRID
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005